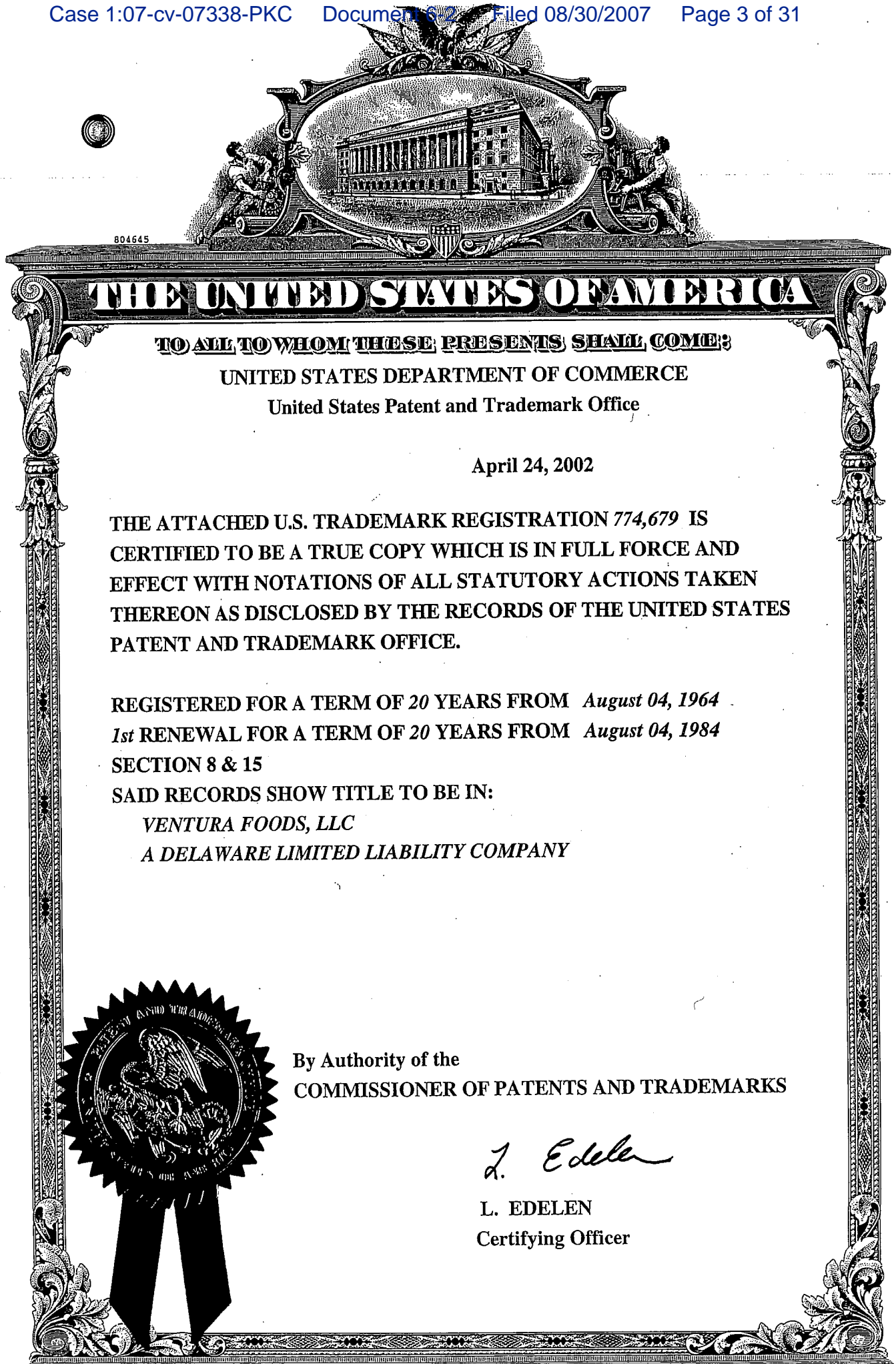


Ventura Declaration Exhibit A –	MEL-FRY registration, including assignment history
Ventura Declaration Exhibit B –	original MEL-FRY label
Ventura Declaration Exhibit C –	1984 and 2004 MEL-FRY renewal specimens
Ventura Declaration Exhibit D –	Supreme's U.S. Trademark Application 78827774
Ventura Declaration Exhibit E1 –	Supreme's products' packaging
Ventura Declaration Exhibit E2 –	Competitors' packaging (BUNGE, AC HUMKO, HUNT WESSON)
Ventura Declaration Exhibit F –	MEL-FRY advertisements
Ventura Declaration Exhibit G –	Complaint and exhibits: Ventura Foods, LLC v. Nice Blends Corporation, U.S. District Court, S.D.N.Y., 02 CV 4519
Ventura Declaration Exhibit H –	Order, May 13, 2003, in 02 CV 4519 (B. Jones, J.)
Ventura Declaration Exhibit I –	Cease and desist letter dated May 22, 2007
Ventura Declaration Exhibit J –	Response letter dated June 28, 2007, from Supreme's counsel

EXHIBIT A



THE ATTACHED U.S. TRADEMARK REGISTRATION 774,679 IS
CERTIFIED TO BE A TRUE COPY WHICH IS IN FULL FORCE AND
EFFECT WITH NOTATIONS OF ALL STATUTORY ACTIONS TAKEN
THEREON AS DISCLOSED BY THE RECORDS OF THE UNITED STATES
PATENT AND TRADEMARK OFFICE.

REGISTERED FOR A TERM OF 20 YEARS FROM *August 04, 1964*
1st RENEWAL FOR A TERM OF 20 YEARS FROM *August 04, 1984*
SECTION 8 & 15

SAID RECORDS SHOW TITLE TO BE IN:

VENTURA FOODS, LLC
A DELAWARE LIMITED LIABILITY COMPANY



By Authority of the
COMMISSIONER OF PATENTS AND TRADEMARKS

L. Edelen

L. EDELEN
Certifying Officer

United States Patent Office

774,679

Registered Aug. 4, 1964

PRINCIPAL REGISTER Trademark

Ser. No. 158,701, filed Dec. 7, 1962

MEL-FRY

The Glidden Company (Ohio corporation), doing business as Durkee Famous Foods
900 Union Commerce Bldg.
Cleveland 14, Ohio

For: VEGETABLE SHORTENING MARKETING IN
BULK QUANTITIES, in CLASS 46.
First use July 21, 1961; in commerce July 21, 1961.



Commissioner for Trademarks
2900 Crystal Drive
Arlington, VA 22202-3514
www.uspto.gov

REGISTRATION NO: 0774679 SERIAL NO: 72/158701 MAILING DATE: 09/20/2004

REGISTRATION DATE: 08/04/1964

MARK: MEL-FRY

REGISTRATION OWNER: VENTURA FOODS, LLC

CORRESPONDENCE ADDRESS:

RICHARD L. KIRKPATRICK
PILLSBURY WINTHROP LLP
CALENDAR/DOCKETING DEPT.
P. O. BOX 7880
SAN FRANCISCO, CA 94120-7880

NOTICE OF ACCEPTANCE

15 U.S.C. Sec. 1058(a)(3)

THE COMBINED AFFIDAVIT AND RENEWAL APPLICATION FILED FOR THE ABOVE-IDENTIFIED REGISTRATION MEETS THE REQUIREMENTS OF SECTION 8 OF THE TRADEMARK ACT, 15 U.S.C. Sec. 1058.

ACCORDINGLY, THE SECTION 8 AFFIDAVIT IS ACCEPTED.

NOTICE OF RENEWAL

15 U.S.C. Sec. 1059(a)

THE COMBINED AFFIDAVIT AND RENEWAL APPLICATION FILED FOR THE ABOVE-IDENTIFIED REGISTRATION MEETS THE REQUIREMENTS OF SECTION 9 OF THE TRADEMARK ACT, 15 U.S.C. Sec. 1059.

ACCORDINGLY, THE REGISTRATION IS RENEWED.

THE REGISTRATION WILL REMAIN IN FORCE FOR CLASS(ES):

046.

SMITH, WYE J
PARALEGAL SPECIALIST
POST-REGISTRATION DIVISION
(703)308-9500

PLEASE SEE THE REVERSE SIDE OF THIS NOTICE FOR INFORMATION

CONCERNING REQUIREMENTS FOR MAINTAINING THIS REGISTRATION
ORIGINAL

REQUIREMENTS FOR MAINTAINING A FEDERAL TRADEMARK REGISTRATION

I) SECTION 8: AFFIDAVIT OF CONTINUED USE

The registration shall remain in force for 10 years, except that the registration shall be canceled for failure to file an Affidavit of Continued Use under Section 8 of the Trademark Act, 15 U.S.C. Sec. 1058, at the end of each successive 10-year period following the date of registration.

Failure to file the Section 8 Affidavit will result in the cancellation of the registration.

II) SECTION 9: APPLICATION FOR RENEWAL

The registration shall remain in force for 10 years, subject to the provisions of Section 8, except that the registration shall expire for failure to file an Application for Renewal under Section 9 of the Trademark Act, 15 U.S.C. Sec. 1059, at the end of each successive 10-year period following the date of registration.

Failure to file the Application for Renewal will result in the expiration of the registration.

NO FURTHER NOTICE OR REMINDER OF THESE REQUIREMENTS WILL BE SENT TO THE REGISTRANT BY THE PATENT AND TRADEMARK OFFICE. IT IS RECOMMENDED THAT THE REGISTRANT CONTACT THE PATENT AND TRADEMARK OFFICE APPROXIMATELY ONE YEAR BEFORE THE EXPIRATION OF THE TIME PERIODS SHOWN ABOVE TO DETERMINE APPROPRIATE REQUIREMENTS AND FEES.

Thank you for your request. Here are the latest results from the TARR web server.

This page was generated by the TARR system on 2007-08-15 18:55:37 ET

Serial Number: 72158701 Assignment Information

Registration Number: 774679

Mark (words only): MEL-FRY

Standard Character claim: No

Current Status: This registration has been renewed.

Date of Status: 2004-09-20

Filing Date: 1962-12-07

Transformed into a National Application: No

Registration Date: 1964-08-04

Register: Principal

Law Office Assigned: (NOT AVAILABLE)

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: 900 -File Repository (Franconia)

Date In Location: 2004-09-21

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. VENTURA FOODS, LLC

Address:

VENTURA FOODS, LLC
40 POINTE DRIVE
BREA, CA 92821
United States

Legal Entity Type: Ltd Liab Co

State or Country Where Organized: Delaware

GOODS AND/OR SERVICES

U.S. Class: 046 (International Class 029)

Class Status: Active

Vegetable Shortening Marketed in Bulk Quantities

Basis: 1(a)

First Use Date: 1961-07-21

First Use in Commerce Date: 1961-07-21

ADDITIONAL INFORMATION

(NOT AVAILABLE)

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

2004-09-20 - Second renewal 10 year

2004-09-20 - Section 8 (10-year) accepted/ Section 9 granted

2004-07-29 - Combined Section 8 (10-year)/Section 9 filed

2004-07-29 - TEAS Section 8 & 9 Received

1984-08-04 - First renewal

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

RICHARD L. KIRKPATRICK

Correspondent

RICHARD L. KIRKPATRICK

PILLSBURY WINTHROP LLP

CALENDAR/DOCKETING DEPT.

P. O. BOX 7880

SAN FRANCISCO, CA 94120-7880



United States Patent and Trademark Office

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Assignments on the Web > Trademark Query

Trademark Assignment Abstract of Title

Total Assignments: 13

Serial #: 72158701

Filing Dt: 12/07/1962

Reg #: 774679

Reg. Dt: 08/04/1964

Registrant: GLIDDEN COMPANY, THE

Mark: MEL-FRY

Assignment: 1

Reel/Frame: 0156/0267

Received:

Recorded: 11/09/1967

Pages: 10

Conveyance: ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

Assignor: GLIDDEN COMPANY, THE

Exec Dt: 09/22/1967

Entity Type: CORPORATION

Citizenship: OHIO

Entity Type: CORPORATION

Citizenship: NEW YORK

Assignee: SCM CORPORATION

410 PARK AVE.

NEW YORK, NEW YORK 10022

Correspondent: THE GLIDDEN CO.

EXECUTIVE OFFICES

900 UNION COMMERCE BLDG.

CLEVELAND, OH 44115

Assignment: 2

Reel/Frame: 0577/0044

Received:

Recorded: 09/30/1987

Pages: 2

Conveyance: ASSIGNS THE ENTIRE INTEREST AND THE GOOD WILL AS OF SEPTEMBER 27, 1986

Assignor: SCM CORPORATION

Exec Dt: 07/20/1987

Entity Type: CORPORATION

Citizenship: NEW YORK

Entity Type: CORPORATION

Citizenship: DELAWARE

Assignee: DURKEE INDUSTRIAL FOODS CORP.

SUITE 800

925 EUCLID AVENUE

CLEVELAND, OHIO 44115

Correspondent: DURKEE

925 EUCLID AVENUE

CLEVELAND, OH 44115

Assignment: 3

Reel/Frame: 0610/0679

Received:

Recorded: 07/21/1988

Pages: 2

Conveyance: ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

Assignor: DURKEE INDUSTRIAL FOODS CORP.

Exec Dt: 07/14/1988

Entity Type: UNKNOWN

Citizenship: NONE

Entity Type: UNKNOWN

Citizenship: NONE

Assignee: DURKEE FOODSERVICE CORPORATION

SUITE 800

925 EUCLID AVENUE

CLEVELAND, OHIO 44115

Correspondent: DURKEE INDUSTRIAL AND FOODSERVICE CORP.

SUITE 800, 925 EUCLID AVENUE

CLEVELAND, OH 44115

Assignment: 4

Reel/Frame: 0624/0169

Received:

Recorded: 11/04/1988

Pages: 3

Conveyance: ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

Assignor: DURKEE FOODSERVICE CORPORATION

Exec Dt: 10/14/1988

Entity Type: CORPORATION

Citizenship: DELAWARE

Assignee: DURKEE INDUSTRIAL FOODS CORPORATION

925 EUCLID AVENUE
CLEVELAND, OHIO 44115

Entity Type: CORPORATION

Citizenship: DELAWARE

Correspondent: MALINA & WOLSON
60 EAST 42ND STREET
NEW YORK, NY 10165

Assignment: 5

Reel/Frame: 0632/0134

Received:

Recorded: 12/12/1988

Pages: 0

Conveyance: ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

Assignor: CHASE COMMERCIAL CORPORATION

Exec Dt: 12/05/1988

Entity Type: CORPORATION

Citizenship: DELAWARE

Assignee: DURKEE INDUSTRIAL FOODS ACQUISITION CORP.

Entity Type: CORPORATION

Citizenship: DELAWARE

Correspondent: CHESEBROUGH-POND'S INC.
P.O. BOX 6000
33 BENEDICT PLACE
GREENWICH, CT 06836-6000

Assignment: 6

Reel/Frame: 0632/0142

Received:

Recorded: 12/12/1988

Pages: 0

Conveyance: ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

Assignor: BALTIMORE SPICE INC.

Exec Dt: 12/05/1988

Entity Type: CORPORATION

Citizenship: DELAWARE

Assignee: CHASE COMMERCIAL CORPORATION

MACK CENTRE IV, SOUTH 61 PARAMUS ROAD
PARAMUS, NEW JERSEY 07652

Entity Type: CORPORATION

Citizenship: DELAWARE

Correspondent: CHESEBROUGH-POND'S INC.
P.O. BOX 6000, 33 BENEDICT PLACE
GREENWICH, CT 06838-6000

Assignment: 7

Reel/Frame: 0652/0015

Received:

Recorded: 05/22/1989

Pages: 0

Conveyance: ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

Assignor: DURKEE INDUSTRIAL FOODS CORP.

Exec Dt: 12/05/1988

Entity Type: CORPORATION

Citizenship: DELAWARE

Assignee: BALTIMORE SPICE INC.

9740 REISTERSTOWN ROAD
GARRISON, MARYLAND 21055

Entity Type: CORPORATION

Citizenship: DELAWARE

Correspondent: CHESEBROUGH PONDS INC.
P.O. BOX 6000
33 BENEDICT PLACE
GREENWICH, CT 06836-6000

Assignment: 8

Reel/Frame: 0640/0704

Received:

Recorded: 03/02/1989

Pages: 2

Conveyance: CHANGE OF NAME

Assignor: DURKEE INDUSTRIAL FOODS ACQUISITION CORP

Exec Dt: 12/07/1988

Entity Type: CORPORATION

Citizenship: DELAWARE

Assignee: DURKEE INDUSTRIAL FOODS CORP.

Entity Type: CORPORATION

Citizenship: DELAWARE

Correspondent: CHESEBROUGH POND'S INC.

P.O. BOX 6000

33 BENEDICT PLACE

GREENWICH, CT 06836-6000

Assignment: 9

Reel/Frame: 0692/0253

Received:

Recorded: 01/19/1990

Pages: 0

Conveyance: CHANGE OF NAME

Assignor: DURKEE INDUSTRIAL FOODS CORP.

Exec Dt: 11/27/1989

Entity Type: CORPORATION

Citizenship: DELAWARE

Entity Type: CORPORATION

Citizenship: DELAWARE

Assignee: DIF CORP.

Correspondent: CHESEBROUGH POND'S INC.

P.O. BOX 6000

33 BENEDICT PLACE

GREENWICH, CT 06836-6000

Assignment: 10

Reel/Frame: 0760/0448

Received:

Recorded: 12/12/1990

Pages: 8

Conveyance: MERGER

Assignors: DIF CORP.

Exec Dt: 06/29/1990

Entity Type: CORPORATION

Citizenship: DELAWARE

Exec Dt: 06/29/1990

Entity Type: CORPORATION

Citizenship: NEW YORK

Entity Type: CORPORATION

Citizenship: NEW YORK

PENNANT PRODUCTS, INC. (MERGED INTO)

Assignee: CONOPCO, INC.

Correspondent: CHESEBROUGH - POND'S USA CO.

33 BENEDICT PLACE

P. O. BOX 6000

GREENWICH, CT 06836-6000

Assignment: 11

Reel/Frame: 1690/0525

Received: 02/27/1998

Recorded: 02/18/1998

Pages: 5

Conveyance: ASSIGNS THE ENTIRE INTEREST

Assignor: CONOPCO, INC.

Exec Dt: 12/31/1997

Entity Type: CORPORATION

Citizenship: NEW YORK

Entity Type: LIMITED LIABILITY
COMPANY

Citizenship: DELAWARE

Assignee: VENTURA FOODS, LLC

4840 E. DON JULIAN ROAD

CITY OF INDUSTRY, CALIFORNIA 91746

Correspondent: PILLSBURY MADISON & SUTRO LLP

LAURA C. GUSTAFSON

1100 NEW YORK AVENUE, N.W.

WASHINGTON, D.C. 20005-3918

Assignment: 12

Reel/Frame: 1816/0754

Received: 12/02/1998

Recorded: 12/01/1998

Pages: 14

Conveyance: SECURITY AGREEMENT

Assignor: VENTURA FOODS, LLC

Exec Dt: 11/20/1998

Entity Type: LIMITED LIABILITY COMPANY

Citizenship: DELAWARE

Assignee: BANK OF TOKYO-MITSUBISHI, LTD., THE, S COLLATERAL AGENT
SUITE 600
777 S. FIGUEROA ST.
LOS ANGELES, CALIFORNIA 90017

Entity Type: CORPORATION
Citizenship: CALIFORNIA

Correspondent: KAGEI & MATSUNAGA
GEOFFREY D. MATSUNAGA
19191 SOUTH VERMONT AVENUE
SUITE 420
TORRANCE, CA 90502

Assignment: 13

Reel/Frame: 2882/0071

Received: 12/24/2003

Recorded: 12/24/2003

Pages: 11

Conveyance: RELEASE OF SECURITY INTEREST

Assignor: BANK OF TOKYO-MITSUBISHI, LTD., AS COLLATERAL AGENT

Exec Dt: 12/09/2003

Entity Type: CORPORATION

Citizenship: NONE

Entity Type: LIMITED LIABILITY COMPANY

Citizenship: NONE

Assignee: VENTURA FOODS, LLC
40 POINTE DRIVE
BREA, CALIFORNIA 92821

Correspondent: GEOFFREY D MATSUNAGA
19191 SOUTH VERMONT AVENUE, SUITE 420
TORRANCE, CA 90502

Search Results as of: 08/15/2007 06:55 PM
If you have any comments or questions concerning the data displayed, contact PRD / Assignments at 571-272-3350. v.2.0.1
Web interface last modified: April 20, 2007 v.2.0.1

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EXHIBIT B

DURKEE'S

MELFRY

the

HIGH STABILITY *Liquid* FRYING SHORTENING

AN ALL VEGETABLE SHORTENING

MADE FROM HYDROGENATED VEGETABLE OILS WITH BUTYLATED HYDROXYANISOLE AND BUTYLATED HYDROXYTOLUENE AS PRESERVATIVES AND METHYL SILICONE AS AN ANTI-FOAMING AGENT. ADDED

INSTRUCTIONS: Store above 70° F. Gliden which may appear in product when stored below 70° F. are natural and will not affect MELFRY'S fine performance. To dispense, simply shake or agitate product.

NOT TO BE USED FOR SALAD DRESSING OR MAYONNAISE



General Offices, Cleveland, Ohio, U.S.A.

DURKEE FAMOUS FOODS

NET WT. 420 LBS.

EXHIBIT C

1. **DATE:** 1/1/1970

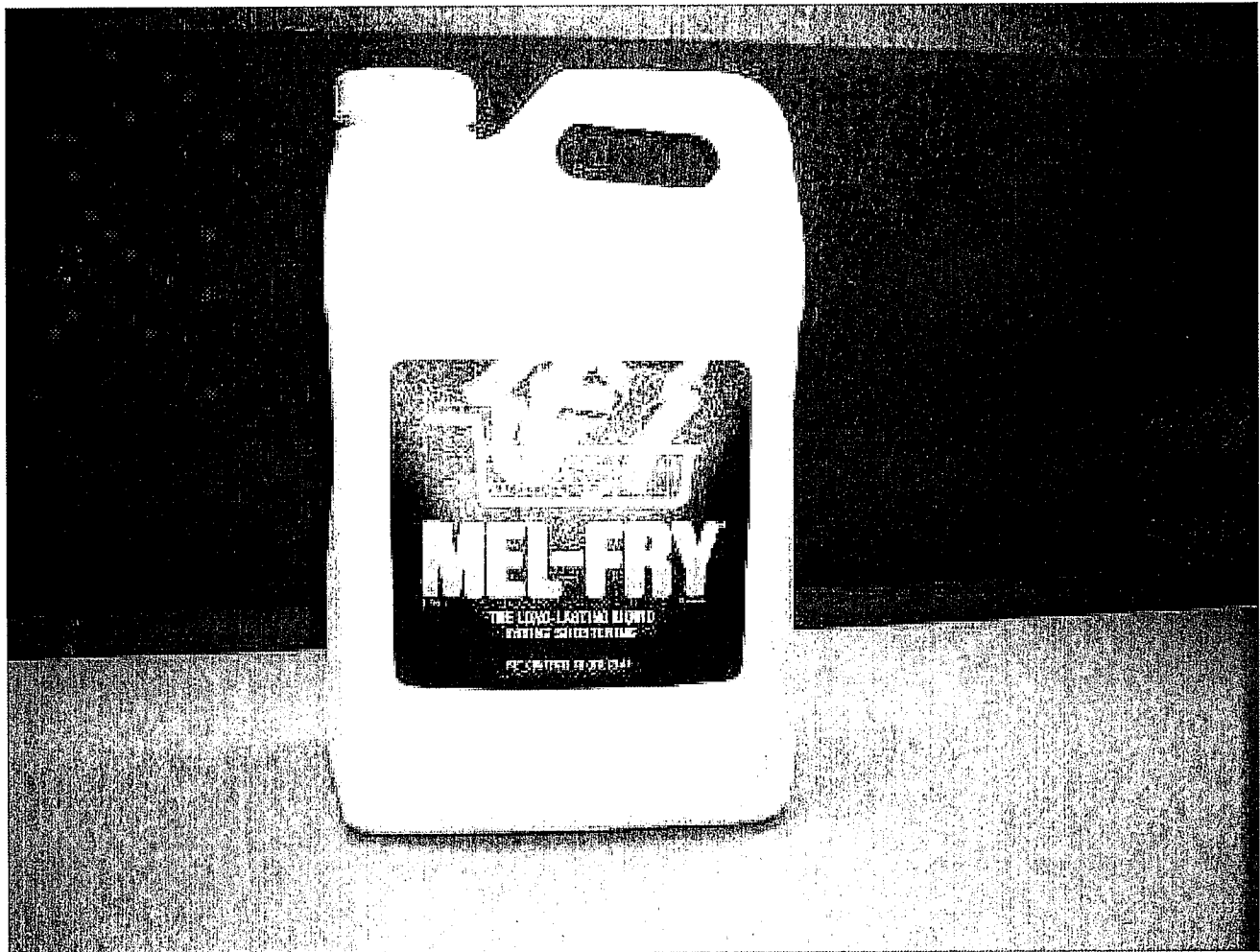


EXHIBIT D

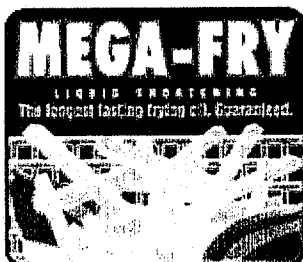
Thank you for your request. Here are the latest results from the TARR web server.

This page was generated by the TARR system on 2007-08-15 19:15:34 ET

Serial Number: 78827774 Assignment Information

Registration Number: (NOT AVAILABLE)

Mark



(words only): MEGA-FRY LIQUID SHORTENING THE LONGEST LASTING FRYING OIL. GUARANTEED.

Standard Character claim: No

Current Status: Opposition period completed, a Notice of Allowance has been issued.

Date of Status: 2007-01-09

Filing Date: 2006-03-02

The Notice of Allowance Date is: 2007-01-09

Transformed into a National Application: No

Registration Date: (DATE NOT AVAILABLE)

Register: Principal

Law Office Assigned: LAW OFFICE 104

Attorney Assigned:
PILARO MARK F Employee Location

Current Location: 700 -Intent To Use Section

Date In Location: 2007-07-11

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. SUPREME OIL COMPANY

Address:

SUPREME OIL COMPANY
80 South Dean Street
Englewood, NJ 07631
United States

Legal Entity Type: Corporation

State or Country of Incorporation: Delaware

GOODS AND/OR SERVICES

International Class: 029

Class Status: Active

Cooking Oil, edible oils, and shortening

Basis: 1(b)

First Use Date: (DATE NOT AVAILABLE)

First Use in Commerce Date: (DATE NOT AVAILABLE)

ADDITIONAL INFORMATION

Color(s) Claimed: The color(s) yellow, brown, red, blue, purple, pink, and white are claimed as a feature of the mark.

Description of Mark and Any Color Part(s): The color yellow appears in the french fries and the words "LIQUID SHORTENING. THE LONGEST LASTING FRYING OIL. GUARANTEED" and also in the shading of the word mark "MEGA-FRY". The color brown appears in the background of the entire mark. The color red appears in the outline of the word "MEGA-FRY". The color blue appears in the basket. The colors pink and purple appear in the bag holding the french fries. The color white appears in the shading of the word "MEGA-FRY".

Disclaimer: "LIQUID SHORTENING" and "THE LONGEST LASTING FRYING OIL. GUARANTEED"

Design Search Code(s):

05.11.01 - Beets; Carrots; Parsnips; Potatoes

19.07.01 - Basket; Baskets, bicycle; Baskets, picnic; Baskets, sewing; Picnic baskets; Sewing baskets

26.11.21 - Rectangles that are completely or partially shaded

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

2007-07-12 - Assigned To Examiner

2007-07-09 - TEAS Extension Received

2007-01-09 - Notice of allowance - mailed

2006-10-17 - Published for opposition
2006-09-27 - Notice of publication
2006-08-29 - Law Office Publication Review Completed
2006-08-25 - Assigned To LIE
2006-08-22 - Approved for Pub - Principal Register (Initial exam)
2006-08-22 - Examiner's Amendment Entered
2006-08-22 - EXAMINERS AMENDMENT E-MAILED
2006-08-22 - Examiners Amendment -Written
2006-08-21 - Examiner's Amendment Entered
2006-08-21 - Examiners amendment e-mailed
2006-08-21 - Examiners Amendment -Written
2006-08-19 - Assigned To Examiner
2006-03-09 - Notice Of Design Search Code Mailed
2006-03-08 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

Frederick W. Meyers

Correspondent

FREDERICK W. MEYERS
LADAS & PARRY LLP
224 S MICHIGAN AVE STE 1600
CHICAGO, IL 60604-2508
Phone Number: (312) 427-1300
Fax Number: (312) 427-6663

EXHIBIT E

EXHIBIT 1

Follow The Leader Since 1945

ASK THE CHEF

CONTACT US

ABOUT US

PRODUCTS

OILS & SHORTENINGS

OILS SHORTENINGS

SHORTENINGS

Give your foods the finest taste by using our complete line of high quality liquid shortenings:

THE MAGIC LINE

Admiration offers you the magic line to meet all your frying needs for the professional chef

Magic Fry

- Chef looking for the high performance clear liquid shortening

- Keeps your chicken, potatoes and French Fries golden brown yet dry

Magic Chef

- High performance creamy liquid shortening
- Provides you with 100 hours of excellent fry life

Magic Choice

- Maintains the quality of Magic Chef yet provides a no trans fat solution
- Healthier alternative that is the lowest cost creamy, no trans fat product on the market today



PRODUCT DESCRIPTION	CASE CODE	PACK/UNIT WT
Clear Magic Fry	22135	35lb

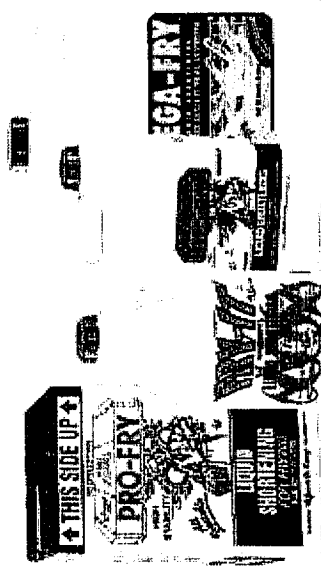
Clear Magic Fry	22117	2/17.5
Clear Magic Fry	22165	6/5 qt
Clear Magic Fry	22183	3/10 qt
Creamy Magic Chef	24235	35lb
Creamy Magic Chef	24265	6/5 qt
Creamy Magic Chef	24283	3/10 qt
Magic Choice zero tran fat	18235	35lb

Pro Fry

- Liquid shortening gives you delicious results every time
- Saves you money because it is a high performance product that demands fewer oil changes
- Conveniently sold in 3 different sizes

Mega Fry

- The longest lasting professional frying oil that reaches frying temperature quickly
- All the flavor and remain dry without the greasy aftertaste
- Saves you money because innovative formula lasts longer than any other brand



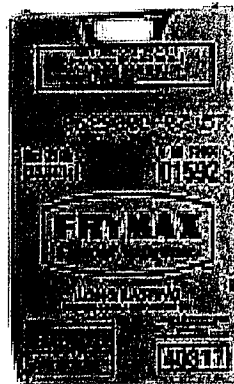
PRODUCT DESCRIPTION	CASE CODE	PACK/UNIT WT
Profry	24135	35lb
Profry	24117	2/17.5
Profry	24183	3/10 qt
Mega Fry	23383	3/10 qt

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powered by hang wire

EXHIBIT 2

AC Humko



35#

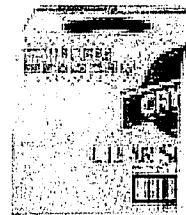


35#

Hunt/
Wesson



35#



2/17.5#



1-gal

35#

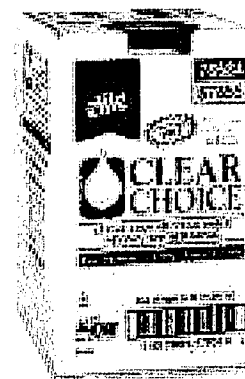
Bunge
Foods



35#



35#



35#

EXHIBIT F

We offer three shortenings for one reason...



quality.

- It's a simple fact. Premium quality foods are prepared using premium quality shortening, ensuring satisfied customers and profits.
- Ventura understands that different types of operations have different needs. So we've developed a *line* of premium shortenings, each with a unique performance characteristic.
- The performance of this line is further enhanced with a Deep Frying Quality Management System that

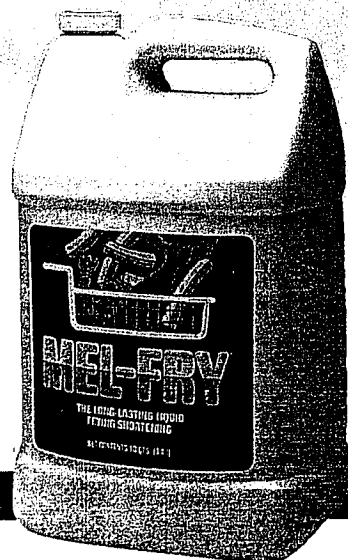
includes our patented Extend-ER manual filter, training materials and fry station management tools.

Contact your Ventura representative toll-free at:
1-877-VENTURA for samples and program information.

 **Ventura Foods, LLC**
Products and Ideas that *Work*



The clear winner.



Winners are successful. In foodservice, part of your operation's success depends on serving fried foods that are crisp, golden and delicious. Mel-Fry and the Ventura Deep Frying Quality Management System will help ensure that success.

Mel-Fry's filtering process removes impurities and fat solids resulting in longer fry-life and exceptional overall product performance. The result is a premium, 100% pure vegetable shortening that seals in natural juices and produces great tasting fried foods. Combine this with our deep frying quality management program that includes the Extend-ER manual filtering system and you're the clear winner.

Call (800) 771-6368 for information

 **Ventura Foods, LLC**

Get to know us.

14840 East Don Julian Rd. • City of Industry, CA 91746
(800) 771-6368 • www.venturafoods.com

The clear winner.

MEL-FRY

THE LONG-LASTING LIQUID
FRYING SHORTENING

Ventura Foods, LLC

MEL-FRY

Extend-ER

Ventura Foods, LLC
us anything

EX
INTERIM MAN

THIS SIDE UP

596

MEL-FRY

MEL-FRY

Ventura Foods, LLC

Get to know us.